FOR IMMEDIATE RELEASE

New Dri-release® SeaCell®: Twice the Comfort

A new version of Dri-release with FreshGuard® has arrived: Dri-release SeaCell

Wilmington, Delaware, USA 23 July 2006 - Launching this summer Dri-release SeaCell brings a new level of comfort and wellbeing to the market. Made of a soft, cellulosic fibre that contains seaweed and silver ions, SeaCell Active will soothe and protect the skin while Dri-release delivers cool, dry comfort via its patented moisture release technology. “Together they bring a positive feeling of wellbeing to the wearer, whilst providing tangible benefits” says Karen Deniz, head of marketing for Optimer Performance Fibers, the inventors of Dri-release.

Natural fibres – the Dri-release difference
The highly effective moisture management properties of Dri-release with FreshGuard are produced by intimately blending manmade (hydrophobic) and natural (hydrophilic) fibres. The natural fibre content is not only a part of its rapid water release capabilities, it sets Dri-release apart from other technologies by providing a natural look and feel against the skin.

Originally, Dri-release fabrics were mainly produced using cotton as the natural fiber component. Cotton has now been joined by Dri-release Wool, in both base-layer fabrics and fleece, as well as linen, Tencel® and bamboo. Now a new cellulosic fibre, SeaCell Active, is introduced.

SeaCell Active, incorporates seaweed extract and silver ions permanently into the cellulosic fibre. Highly breathable and soft, SeaCell Active draws on the natural attributes of seaweed and silver to add benefits to Dri-release products. Full of minerals and trace elements, seaweed’s gentle, non-toxic and anti-inflammatory properties protect and soothe the skin, while silver is naturally anti-bacterial.

The consumer can be assured that the product works. Both Optimer and SeaCell have certification processes that all fabrics will have to go through before coming to market. The testing conducted by both companies ensure that all fabrics meet the standards of performance that have come to be expected of Dri-release and SeaCell.

A double hit against odours and bacteria
The combination of both FreshGuard and silver ions in Dri-release SeaCell will literally double the protective and comfort benefits to the skin: guarding against both infectious micro-organisms plus the discomfort and odour they cause.

Continued…………….
Often described as its ‘hidden asset’, FreshGuard is an odour neutraliser embedded in all Dri-release fabrics. It eliminates odours in garments by stopping odour-causing sebaceous body oils from attaching to the fabric, which, in turn, attract odour-causing micro-organisms.

Even in small concentrations, silver is naturally anti-fungal and anti-bacterial – including bacteria that cause skin infections.

Like Dri-release and FreshGuard, the seaweed and silver ion benefits in SeaCell Active will not wash out. Similar wash tests, performed on each component affirm that all four will last the lifetime of the garment or product and beyond.

**The ultimate in comfort and protection**

Dri-release SeaCell is suitable for all next-to-skin textiles from climbing t-shirts to work gloves and dress shirts; home textile (bedding, towels) and medical/personal care markets. Products using Dri-release SeaCell are expected to be available in Autumn/Fall ’07 lines.

**For further information:**

For samples, images, additional information: Vanessa Knowles  
Tel: +44 1942 886402  Email: vanessa@pebbleinternational.com  
Text and images are also available for download at www.pebbleinternational.com/clients

At the show:

Optimer Performance Fibers
Hall A4 Stand No. 215, Vanessa Knowles, Mobile +44 7843 488964

SeaCell
Hall A5 Stand No. 425, Sales: Gerhard A. Neudorfer  
Marketing: Anke J. Rüters  
Technology: Friedrich Ecker

**Optimer Performance Fibers**, based in Wilmington, DE, USA, is a textile research, development and marketing company.  
Dri-release is a registered trademark of Optimer Performance Fibers. It is a high performance moisture transfer technology that accelerates the evaporation rate of a fabric when wet.  
FreshGuard is a registered trademark of Optimer Performance Fibers. It is an environmentally friendly odour neutraliser built directly into all Dri-release fabrics.  
For further information, please go to www.drirelease.com

**SeaCell GmbH**, based in Rudolstadt, Germany is a division of Zimmer AG.  
SeaCell Active is a registered trademark of SeaCell GmbH.  
For further information, please go to www.seacell.com